

## Mint is now national, with launch of Chennai edition

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With the launch of the Chennai edition on 13 July, *Mint* now has a national footprint that includes Delhi, Mumbai, Bangalore, Kolkata, Chandigarh and Pune. With an introductory price of Rs 3.50, *Mint* will now provide discerning readers in Chennai the same Clarity that the rest of the country has so overwhelmingly embraced.

Available 6 days a week, the daily brings with it an exhaustive suite of offerings - *Markets Watch*, *Campaign* and the weekend magazine, *Lounge*. With its accent on clarity in reporting, stand-out design and printing, and the exclusive WSJ section, the *Mint* is the choice of decision makers across industry and government. There is no better proof of this than the fact that 4 out of 5 *Mint* readers do not read another business paper.

The launch excitement will culminate on August 12 with a high profile *Clarity Through Debate* event that will focus on the key issue of Financial Inclusion. With panelists that include Policy makers and Business Leaders from both the Public Sector and the Private Sector, the event will underscore *Mint's* commitment to bringing Clarity in Business to issues that matter.

*Mint* was created to address the growing reader demand for Clarity in Business. To quote Rajiv Verma, CEO, HTML, from the media release, "*Mint's* spectacular readership numbers have validated our belief that there is a market for unbiased, jargon-free reporting and analysis in the business news domain, across formats". In just over 2 years, *Mint* now has a readership of 200,000 every day. With a readership of 175,000 in the Delhi and Mumbai editions ( IRS 09), and a circulation of 25,000 plus in the other cities, *Mint* is a strong and growing No. 2 player in the category. Livemint.com makes available *Mint* content to audiences globally, apart from hosting rich content and platforms for its 1 million plus web audience.

The one-third share of readers in the cities that matter makes *Mint* a critical choice of advertisers for reaching decision makers. The clean design and printing quality, contextual content environment, an array of innovative advertising options and events, and the unduplicated high-profile reader base makes *Mint* the choice of premium advertisers. The addition of Chennai gives advertisers yet another reason to partner *Mint*.